



WEWS

ORDER

Print Date 09/06/12 Page 1 of 2

Flight Dates 09/10/12-09/16/12

<u>Contract / Revision</u>	<u>Product</u>	<u>Estimate #</u>
<u>Original Date / Revision</u>	<u>Agency Com</u>	<u>Alt Order #</u>
09/06/12 09/06/12	<u>Billing Contact</u>	<u>Billing Type</u> Cash
<u>Advertiser</u> Republican Senate Campaign	<u>49 S Grant Avenue</u> <u>Columbus, OH 43125</u>	<u>Order Type</u> GENERAL <u>Billing Cycle</u> EOM/EOC <u>Billing Calendar</u> BROADCAST <u>Demographic</u> A25-54
<u>Agency</u> Midwest Communications &		<u>Rev Codes</u> POL POL PARTY
<u>Buying Contact</u>	<u>Sales Office</u> WEWSL	<u>Product Codes</u> PL
<u>49 S Grant Avenue</u> <u>Columbus, OH 43125</u>	<u>Sales Region</u> LOC	<u>Priority</u> P-1
	<u>Agency Ref</u>	<u>Advertiser Ref</u>

Primary Account Executive

WFWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 28100

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$23,885.00	\$28,100.00	0.00	08/27/12	09/16/12	40	\$23,885.00	\$28,100.00
Totals	40	\$23,885.00	\$28,100.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$23,885.00	\$28,100.00	0.00	08/27/12	09/16/12	40	\$23,885.00	\$28,100.00
Totals	40	\$23,885.00	\$28,100.00	0.00					



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Contract / Revision 310289 Flight Dates 09/10/12-09/16/12Hiatus DatesOriginal Date / Revision 09/06/12/ 09/06/12Order Sep 00:20:00Advertiser Republican Senate Campai ProductEstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 2	WEWS	09/10/12	09/16/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$350.00			0.00					
N 3	WEWS	09/10/12	09/16/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-1	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$450.00			0.00					
N 4	WEWS	09/10/12	09/16/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$500.00			0.00					
N 5	WEWS	09/10/12	09/16/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$450.00	P-1	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$450.00			0.00					
N 6	WEWS	09/10/12	09/16/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$700.00			0.00					
N 7	WEWS	09/10/12	09/16/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		3	\$800.00			0.00					
N 8	WEWS	09/10/12	09/16/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		3	\$850.00			0.00					
N 9	WEWS	09/10/12	09/16/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,100.00	P-1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MTWTF--		5	\$1,100.00			0.00					
N10	WEWS	09/10/12	09/16/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2	\$500.00			0.00					
		Totals												40	\$28,100.00